

# Job Description

Ummah Welfare Trust | +44 (0)1204 661 030



Reg. Charity No. 1000851

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|-----------------------|---|
| <b>ROLE</b>           | <b>Media Manager</b>                                  |
| <b>STATUS</b>         | <b>Full-time</b> (based at the head office in Bolton) |
| <b>HOURS</b>          | <b>37.5 hours/week</b>                                |
| <b>RESPONSIBLE TO</b> | <b>Trustees</b>                                       |
| <b>SALARY</b>         | <b>£25,000 per annum</b>                              |

## THE ROLE

Ummah Welfare Trust requires an experienced and knowledgeable media coordinator to deliver the charity's print, online and media output. The officer will essentially lead on Ummah Welfare Trust's reputation as a serious, committed and credible Islamic organisation. The candidate will be a first point of contact for donors, media and staff seeking to disseminate information.

## MAIN DUTIES

- Manage a full-time graphics designer, video editor and social media officer to make captivating content for Ummah Welfare Trust's social, web and print media.
- Manage and coordinate the day-to-day running of the charity's social media, including Twitter, Facebook, Instagram and YouTube accounts, as well as any other deemed appropriate.
- Plan, write and edit copy for the charity's publications, including the yearly annual report, leaflets and reports.
- Deliver paid advertising campaigns on Facebook, Twitter and Google Adverts or other platforms as approved by the charity.
- Prepare and send email and text campaigns to donor lists.
- Create and manage content for the front end of the website.
- Liaise with regional fundraisers in providing and facilitating marketing material for events and campaigns.
- Prepare scripts and record voiceovers for relief and appeal videos.
- Work with the projects team in managing and optimising the charity's feedback to the public and other stakeholders.
- Keep abreast of the media agenda and look for opportunities to promote campaigns.
- Undertake ad-hoc duties, including answering phone calls and leafleting.

## PERSON SPECIFICATION

- Experience of working in a media and/or marketing role.
- Have a proven ability in writing copy for public consumption.
- Able to write compelling and well-researched content for web and social media platforms.
- A great relationship builder with strong charity, humanitarian and political awareness.
- Demonstrable skills of increasing social media engagement and managing social media campaigns.
- Have sound Islamic knowledge, ethics and understanding.
- Able to work well in a team and show attention to detail.
- Work under time pressure particularly during busy periods such as Ramadhan.
- Knowledge of Adobe design software is desirable.
- Working knowledge of HTML/CSS is desirable.

**This post is subject to a Disclosure and Barring Service (DBS) check.**

To apply for this role, email your CV and Covering Letter to [vacancies@uwt.org](mailto:vacancies@uwt.org). The closing date for applications is **14<sup>th</sup> August 2020**. For more information or discussion about the role contact: 01204 661048.